

GENERAL INFORMATION OF PROGRAM

The City of Stockton (City) is soliciting interested businesses with experience and interest in an exclusive rights agreement to provide specialty coffee services at Cesar Chavez Central Library, City of Stockton, with all rights and entitlements subject to any applicable law, regulations and policies.

The selection process shall include a review of proposals by a selection panel of a Councilmember, City staff assigned by the City Manager, and any other person(s) designated by the City and oral interviews scheduled at mutual convenience. The City may request in writing further information and/or expansion or modification of proposals by one or more businesses responding to this RFP.

You are invited to submit proposals to:

NICKY STANKE, DIRECTOR OF LIBRARY SERVICES
CHAVEZ CENTRAL LIBRARY
605 N. EL DORADO STREET
STOCKTON, CA 95202

DUE DATE:

Copies required: Six (6) copies and one (1) unbound original of your proposal, signed by an authorized representative, and shall be delivered to:

NICKY STANKE, DIRECTOR OF LIBRARY SERVICES
CHAVEZ CENTRAL LIBRARY
605 N. EL DORADO STREET
STOCKTON, CA. 95202

No later than 2:00 p.m. on August 5, 2004.

PRE-PROPOSAL CONFERENCE

A Pre-Proposal Conference will be held with interested companies on **Monday, July 12, 2004, at 2:00 p.m.** at the **Cesar Chavez Central Library, 605 N. ElDorado Street, Stockton.** The purpose of the Pre-Proposal will be to review, in detail, the proposed Contract intent, requirements, administration and other relevant information. Details will also be provided for pre-proposal site inspections if required. A conference call line will be available if the proposer is not able to attend the conference in person.

BACKGROUND

The Cesar Chavez Central Library was built in 1964 and is currently (Spring/Summer2004) undergoing a significant interior remodeling. At one time an entrance on the second level was open to the public, but due to security and staffing

considerations, that entrance/exit was closed. The main entrance to the Library during open hours is on the first (lower) level. The former entrance on the second level offers a balcony-type patio and a colorful mosaic tile lobby area between glass doors into the Library. The area was surveyed by Public Health as a potential coffee service location, and during the remodel the appropriate adjustments were made as to certify the space for such purpose.

The patio space described above is approximately 370 square feet plus; the lobby space is approximately 260 square feet in a “chevron” shape; and the adjacent storage room is 81 square feet with triple sink, floor drain and ample electricity. A possible seating area in the Library could also be negotiated.

POTENTIAL BUSINESS DEVELOPMENT OPPORTUNITIES

The City intends to provide a specialty coffee operation located in Cesar Chavez Central Library at 605 North El Dorado Street at the intersection of Oak Street, in downtown Stockton, California. There are approximately 400 City staff in and around the Library daily, including those in City Hall, Community Development, Parks & Recreation, and Library personnel. In addition, the average number of visitors to the Library over the past three years is 414,800 annually. The Library is currently open Monday through Thursday, 10:00 a.m.– 8:00 p.m., Friday 10:00 a.m. – 6:00 p.m. and Saturday 10:00 a.m. – 5:00 p.m. The space is such that its hours of operation could differ from those of the Library with minor additions to the facility.

N.B. The City of Stockton currently has an exclusive rights contract with Coca Cola that includes soft drinks and bottled water; it is expected that the successful proposer for this venture would not violate the terms of that contract. (Contract attached).

PROPOSAL CONTENT AND FORMAT

1. SUBMITTAL FORMAT

Proposals should be single sided, bound and on 8.5 x 11 paper. Typing shall be single spaced with a font no smaller than 10 point. 11 x 17 paper may be used for mechanical drawings and should inserted as an attachment to the proposal. There is no need for promotional or advertising information.

For purposes of ensuring that all information is received and reviewed, it is requested that all respondents to this Request for Proposal (RFP) submit their information using the following uniform format:

Section 1: Identification of the Proposer

A. Legal name and address of proposer

B. Legal form of proposer (partnership, corporation, joint venture, etc.). If joint venture, identify the members of the joint venture and provide all information required under this section for each member.

C. If proposer is a wholly owned subsidiary of a "parent company," identify the "parent company."

D. Name, title, address and telephone number of the person to contact concerning the submittal.

Section 2: Experience of the Proposer

Describe proposer's experience in providing similar services. List and describe no more than three (3) completed or in-process contracts of similar nature with name, address and phone number of company contact, project type, total value of contract and MBE/WBE participation requirements and proposer's performance against these requirements.

Section 3: Organization and Key Personnel

Describe organization and identify responsibilities of key personnel that will be assigned to work with the City and/or other Agencies. Indicate extent of commitment of key personnel for the next year.

Section 4: Business Approach

Outline your business approach to the project. Highlight innovative ideas your business may have to create a unique program for the Central Library in a resurgent downtown.

Describe in detail the type of specialty coffee operation you would provide at the Library including, but not limited to, equipment, menu, pricing, and utility requirements. Detail your best offer of a financial agreement with the Central Library including projections of sales and a marketing plan.

Section 5: Other information deemed appropriate by the Proposer.

CORPORATE CO-DEVELOPMENT PROGRAM

This Request for Proposal is issued in conjunction with the City's Corporate Co-development Program (CCDP). The CCDP seeks opportunities for the City to generate revenue from partnerships with the corporate community. Respondents to this RFP are encouraged to consider furnishing the goods and services based upon a Marketing Partnership with the City.

The City defines a Marketing Partnership as a mutually beneficial business arrangement between the City and a third person, wherein the third person provides cash and/or in-kind services to the City in return for access to the commercial marketing potential associated with the City.

GENERAL TERMS AND CONDITIONS:

Firm is not an Employee of City

It is understood that firm will not act hereunder in any manner as an employee of City, but solely under this Agreement as an independent consultant, and City shall not under any circumstances be liable to firm or any person or persons acting for or under it or to any person injured for any deaths, injuries, or property damage received or claimed, unless any such liability arises by virtue of negligence by City, its officers, agents, or employees, and firm agrees to defend and hold City free and harmless from liability therefore which is not due to any fault of City, its officers, agents, or employees.

Hold Harmless Clause

The firm shall indemnify and save harmless the City against all loss, cost or damage on account of any injury to persons or property, including employees or property of the City, occurring in the performance of the contract.

Insurance Requirements

Proof of insurance coverage for personal injury and property damage, including commercial general and automobile liability and contractual liability shall be provided in the amount of \$1,000,000 and in a form acceptable to the City. The City shall be named additional insured by separate endorsement. Carrier shall provide notice of any change in or limitation of coverage or of cancellation no less than 30 days prior to the effective date. Proof of worker's compensation coverage pursuant to statutory requirements and professional liability coverage (\$1,000,000) shall also be provided. All coverages shall be provided by a carrier authorized to transact business in California and shall be primary.

Right of Rejection

The City reserves the right to reject any and all proposals and the right to elect not to proceed with the project.

Product Ownership

Any documents or drawings resulting from the contract will be the property of the City of Stockton.

Licensing Requirements

Any professional, operating or business licenses required will be the sole cost and responsibility of the firm.

Proposal Development Costs

The cost of preparing and submitting a proposal is the sole responsibility of the proposer and shall not be chargeable in any manner to the City.

Selection

Proposals received by the City will be reviewed by the selection committee. Upon the basis of the proposal content, the committee will select one or more firms for oral presentations and interviews.

Additional information and/or site visits may be requested of one or more firms responding to this RFP.

The following criteria will be used in evaluating the proposals:

1. Experience of team working together on previous projects.
2. Creative approach to marketing opportunities of the program.
3. Satisfactory record of performance on similar program.
4. References.
5. Conformance with proposal guidelines and format outlined in this Request for Proposal.
6. Revenue opportunities for the Library.

The selected firm will enter into contract negotiations with the City.